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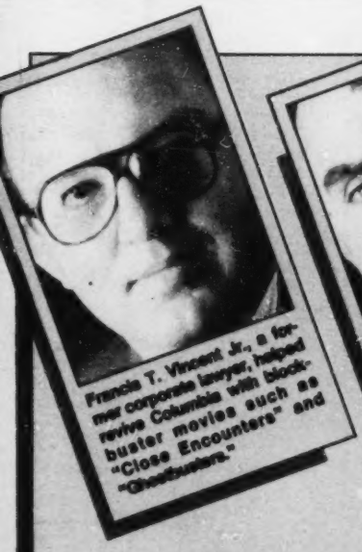
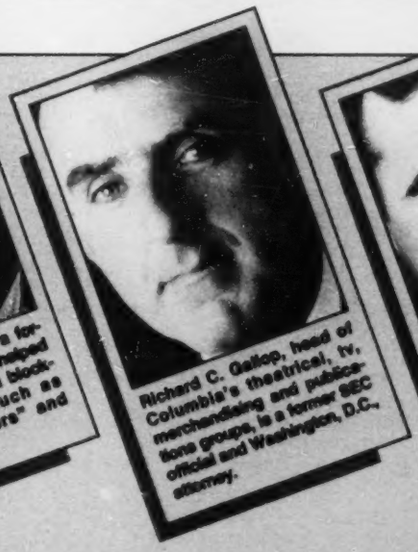


Francis T. Vincent Jr., a former corporate lawyer, helped revive Columbia with blockbuster movies such as "Close Encounters" and "Ghostbusters."



Richard C. Gallop, head of Columbia's theatrical, tv, merchandising and publications groups, is a former SEC official and Washington, D.C., attorney.

Frank Biondi Jr. formerly ran Time Inc.'s Home Box Office and was connected with New York's Children's Television Workshop, producer of "Sesame Street."

The reel thing

Coke maps entertainment future

By VERNE GAY and CRAIG REISS

The French have a euphemism for American tv programing. Looking for a way to describe its sweetness and lack of cultural nutrients, they call it "Coca-Cola tv."

The French may not have known just how right they were.

Coca-Cola Co.'s entertainment interests, which did not exist before 1982, already are so vast that the Atlanta-based company could emerge this year as the fifth-largest U.S. media company.

And there is nothing to prevent Coca-Cola, through its Coca-Cola Entertainment Business Sector, from eventually becoming the single biggest media concern.

Coca-Cola has the money to purchase just about any media or programing property it desires. According to Coca-Cola figures, the company has a remarkable cash flow of $9 per share. And Coca-Cola says it is willing to debt-finance further growth.

But the sheer size of Coca-Cola's media holdings is only one of the impressive aspects of its entertainment push. The structure of interrelated media companies it is assembling may be the blueprint for the giant and successful media company of the future.

At every turn in the programing distribution chain, Coca-Cola is the supplier, the purchaser, the manufacturer and, in some cases, the go-between. Coca-Cola's entertainment com-

(Continued on Page 72)

Net tv drops $242M in '85; first since '71

By VERNE GAY

New York—Network tv advertising revenues plummeted by $241.8 million in 1985, the largest single-year drop in the history of television. It is also the first time since 1971, when cigarets were banned from tv, that network tv ad revenues were lower than the previous year.

While the tv networks all year had been saying that revenues could be down because 1984 was an Olympics and election year, an analysis of full-year 1985 network spending compiled by Broadcast Advertiser Reports shows that the biggest spending cutbacks came from non-Olympics advertisers and nonsports advertiser categories, including women's products, headache remedies and coffee.

In addition, several top spenders cut back last year or remained even. AT&T, Johnson & Johnson, Colgate-Palmolive, Coca-Cola and IBM were among the leaders that sliced budgets in 1985.

Total network revenues in 1985 were $8.3 billion, a 3% decline from 1984's $8.5 billion, which was a 21% increase over 1983, BAR reported.

By contrast, national spot tv expenditures last year increased 8% to $4.5 billion, BAR said.

The 1984 network total included

(Continued on Page 86)

Three principals exit Yankelovich

New York—Yankelovich, Skelly and White are no longer at Yankelovich, Skelly & White.

Parent Saatchi & Saatchi Co. lost the three well known names in the research business as Daniel Yankelovich, Florence Skelly and Arthur White resigned from the company they founded. They plan to start a new company, the nature of which is not known.

Only Ms. Skelly, as president, has been fully active with the research company lately.

It is believed the three signed a no-compete agreement when they sold YS&W to the Reliance Group in 1969. Reliance sold the YS&W Group, which included both Yankelovich and the McBer & Co. market research outfit, to the Saatchis in 1984 for $13.5 million.

There was no comment on the departures from the three or from Saatchi & Saatchi.

YS&W is to be merged with Clancy, Shulman & Associates, a company with $4 million in revenues, founded by two ex-YS&W executives and acquired by Saatchi & Saatchi later in 1984. S&S last

(Continued on Page 8)

Last Minute News

Philips account may light on new agency

New York—North American Philips Lighting Corp., Bloomfield, N.J., is reviewing agencies for its $10 million-to-$15 million account. Gianettino & Meredith, Mountainside, handles the account now.

Ross Roy does Sundance with Stroh

Detroit—Stroh Brewery Co. has assigned the multi-million-dollar account for its new nonalcoholic "refreshment" drink to Ross Roy Inc. The national rollout of Sundance 100% Natural Juice Sparkler starts this spring; it will compete with soft drinks, natural sodas and bottled waters. It represents another effort by Stroh's special products division to diversify outside the beer industry, said senior group vp John Bissell, adding that Sundance will get "extremely competitive levels of ad support."

Michelob finalists craft creative pitches

St. Louis—Anheuser-Busch is hearing presentations from the three finalists in its review of the $40 million Michelob account (AA, Nov. 25, *et seq.*). Creative from incumbent Ted Bates Advertising/New York reportedly is themed "Smooth." Needham Harper Worldwide, Chicago, is said to be presenting an effort themed "The night belongs to Michelob." D'Arcy Masius Benton & Bowles here, still considered the front-runner, is be-

(Continued on Page 8)

Morning is hot for fast-food chains

Mac stacks breakfast ads

By SCOTT HUME and BRIAN MORAN

Having spent more than three months and better than $75 million promoting its McD.L.T. sandwich, McDonald's Corp. next month shifts its formidable marketing resources to bolstering its breakfast sales, which now account for nearly 20% of per-unit sales.

In so doing, Big Mac will be targeting a daypart that has proved weak or been neglected for its chief rivals. Burger King Corp.'s focus during the past six months has been its hamburger menu, first with its "reformulated" Whopper campaign last summer and then with the controversial but much-discussed "Find Herb" effort.

Wendy's International only moved its breakfast program systemwide last July and still is struggling to make it efficient and profitable.

To strengthen its morning menu,

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NEWSPAPER

HIGHLIGHTS

McDonald's gets breakfast ready 1
Having spent more than three months and better than $75 million promoting its McD.L.T. sandwich, McDonald's Corp. next month shifts its formidable marketing resources to bolstering its breakfast sales, which now account for nearly 20% of per-unit sales.

Coke entertains growth ideas 1
The French have a euphemism for American tv programing—"Coca-Cola tv." They may not have known how right they were. Coca-Cola Co.'s entertainment interests, which did not exist before 1982, are so vast Coke could emerge this year as the fifth-largest U.S. media company.

Food marketers look ahead 3
After the Year of the Megamerger, major food and beverage marketers see 1986 as a year to: Streamline marketing operations to pave the way for major new-product pushes; divest units that don't fit the master plan, and seek new acquisitions, particularly fill-in businesses.

A taxing proposition 3
The ad industry hopes successes in fighting state ad taxes will convince Congress and the White House not to change the way advertising expenditures are treated as tax deductible.

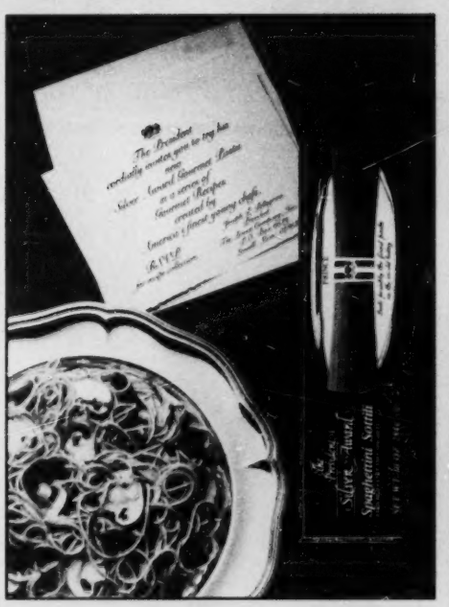
RJR ready to put on Ritz 4
R.J. Reynolds Tobacco Co. will roll national with Ritz cigarets, a female-skewed brand billed as the nation's first designer cigaret, beginning April 14. Ritz has been testing in Atlanta, Oklahoma City, Memphis, and Washington state since March, 1985; St. Louis was added later last year. RJR's decision to take Ritz national surprised competitors who believed it had turned in a less-than-spectacular performance.

Fresh ideas spur cookie market 12
Marketers of soft-and-chewy cookies are adding new ingredients to their product mix even though the $558 million category has not matched early expectations. By most accounts, Nabisco Brands is winning the battle of "dual texture" (crispy outside, soft inside) cookies, with Procter & Gamble, Frito-Lay and Keebler lagging behind.

Little 'Journal' cuts big swath 43
The *National Journal* has a drab-brown cover, a bright-green price tag ($546 for 52 issues), a total readership of only 5,000 and the most powerful audience in the nation's capital.

Honey, melon ad budgets grow 59
Beekeepers soon may be buzzing for an agency to sweeten stagnant honey sales with an estimated $2 million ad campaign. And watermelon producers are seeding their own generic promotion program with congressionally approved legislation that may lead to a multi-million-dollar program in two years.

'Beetle' buoys VW 77
Marketers at Volkswagen United States and agency Doyle Dane Bernbach are chortling at the prospect of having a "Beetle-like," entry-level car again in less than a year.



Prince goes for gourmets 80
Prince Co., whose ad campaign in the 1960s urged the average American family to make Wednesday "Prince spaghetti day," is moving upscale with the introduction of President's Silver Award pasta, being called the first mass-market, gourmet dry pasta.

CATEGORY REVIEW

Big cold remedies get bigger 6
The big winners in this year's battle in the $800 million cold-remedy market continue to be established brands, such as Richardson-Vicks' Ny-Quil, and former prescription drugs now sold over the counter.

INTERNATIONAL

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The U.K. tobacco industry is bracing itself for a new set of voluntary cigaret advertising regulations that sources expect to be more restrictive than current guidelines.

'86 foreign ad growth trails U.S. 52
Ad spending growth outside the U.S. will lag behind the growth in ad spending domestically this year, according to an Advertising Age survey of major foreign markets. Foreign ad growth is crucial to many global agencies because overseas business often accounts for a substantial portion of their over-all billings.

Former Reaganites help Marcos 53
Ferdinand Marcos called on a sophisticated, U.S.-style political marketing strategy, with help from President Reagan's former political advisers and heavy tv advertising, in his battle to stay in power in the Philippines.

OTHER NEWS

Kentucky Fried Chicken Corp. says it is looking at the possibility of testing Nabisco's Oreo Big Stuff cookies at its restaurants. Page 4.

Benetton, the Italian sportswear marketer with boutiques worldwide, is branching out. Already in children's clothing with the 012 apparel line and stores, Benetton last year began selling a line of adult clothes called Sicely in the U.S. It also opened its first U.S. "super store" in New York, with a mix of Benetton, 012 and Sicely labels. Page 36.

Bojangles' Corp. is revamping its menu as it prepares an ad push to attract more women and families to the country's fourth-largest chicken chain. Page 43.

With an advertising campaign whose tone echoes Calvin Klein, Jacqueline Cochran Inc. will try to master the musk fragrance market in May with Pierre Cardin Man's Musk. Page 44.

The days of soft sell in the 35mm point-and-shoot camera category are over, as seen at the Photo Marketing Assn. show in Las Vegas last week. Page 54.

The National Potato Board has canceled its national magazine schedule through July so it can plow that part of its $1.4 million budget into a first-ever radio campaign. Page 58.

Toy-inspired half-hour syndicated tv series have been getting a bum rap, says the president of the Toy Manufacturers of America. Page 62.

The U.S. automobile market, already bracing for a flood of new foreign cars, may face the most unusual entry yet: The Soviet-made Lada. Page 63.

COMING THURSDAY

Stan Richards wants an airline account. His Dallas-based The Richards Group used to have an airline, Muse Air. But in June last year it was absorbed by Southwest Airlines. Just before the buyout, Muse founder and chairman Lamar Muse paid Richards a great compliment: If it hadn't been for the work his agency did, Muse said, Southwest would have picked up the near-bankrupt Muse for next to nothing. As it was, the agency's campaign, touting money-back guarantees and free flights to smokers who would not smoke on the plane, increased load factors and operational profits enough that Southwest had to shell out $60 million for Muse.

Business is picking up for the Hispanic market, but ad agency and media executives say it still lacks the recognition it deserves. Advertisers spent $333.5 million to reach the Hispanic market in 1985, up 17.2% from 1984, a slower growth rate than for the previous two years. From 1980 to 1985, the Hispanic market rose 16%, to 16.9 million people, according to the Census Bureau. Special Report examines the market's successes and struggles.

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Coke Peppers 7UP and Pepsi

New York—Coca-Cola Co.'s $470 million decision to be a Pepper, too, moves the noncola soft-drink battle into a more competitive phase at a time when the cola wars couldn't be hotter.

The announcement Feb. 20 that Atlanta-based Coca-Cola reached preliminary agreement to acquire Dr Pepper Co., Dallas, from members of its senior management and Forstmann Little & Co., follows arch-rival PepsiCo's proposed $380 million acquisition of Seven-Up Co. (AA, Jan. 27). If both deals pass Federal Trade Commission muster —a turn of events competitor Royal Crown Cola Co. has blasted —it would mean colas No. 1 and 2 would own the two brands that, with about 7% of the market each, have been jockeying for the title of

(Continued on Page 86)

Tylenol, rivals hike ad activity

By PAUL L. EDWARDS

New York—Competitors of Johnson & Johnson's Tylenol are wasting no time boosting their advertising and promotional spending in the wake of the market leader's woes over its second tampering incident.

Major headache-remedy marketers are stepping up their ad schedules and pumping up their budgets to the tune of several million dollars, the tv networks said last week.

The competitive push is in stark contrast to the promotional hush that followed the first Tylenol poisoning deaths in September, 1982. Although competitors' advertising did not grind to a halt then, it was lim-

(Continued on Page 88)

West Coast news

Cal. tax threatens production

California's commercial-production houses could be slapped with a 6.5% sales tax by late April, and producers are in an uproar. The proposed amendment to the state's tax regulations, which must be approved by California's board of equalization, would reclassify producers of commercials, industrial and educational films as retailers subject to sales tax. The added cost would be passed on to advertisers, a move that could cripple the state's commercial-production

(Continued on Page 88)

ADWATCH

Herb tries hard, but Mac still leads pack

BK ads gaining in consumer recall

By JULIE FRANZ

Burger King's controversial "Herb" campaign continued last month to boost its ad awareness, but there's just no way the McDonald's juggernaut can be kept down for long.

In January, 45.3% of the consumers polled for Advertising Age's adWatch survey named McDonald's advertising first when asked "Of all the fast-food advertising you've seen, heard or read in the past 30 days, which ad first comes to mind?" That represented an increase of 4.4 percentage points from McDonald's December score of 40.9% first mentions, and almost returned it to the 49% garnered in November, before Herb's arrival.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of consumers to name ads in a variety of product categories that first come to mind from all seen, heard or read in the previous 30 days.

In January, 1,000 adults were questioned by telephone. Under adWatch methodology, an increase or decrease of 2.8 percentage points is considered statistically significant and attributable to more than sample variation.

Burger King last month added 3.1 percentage points to its share of first mentions, putting its January score at 14.9%.

Burger King's contest to find Herb, the unfortunate nerd who's never tried the chain's Whopper, broke during the Super Bowl, after the January adWatch survey had been taken.

That means BK's unlikely spokesman could continue to build awareness for the chain. However, McDonald's still hasn't stopped the media blitz for its McD.L.T. sandwich that it began in November. Big Mac itself unleashed a half dozen new spots for the item during the Super Bowl.

The competition between Herb and the McD.L.T. has hurt No. 3 Wendy's, whose share of first mentions dropped 4.6 percentage points in January to 7.8% of first mentions, or less than half BK's first-mentions share.

Wendy's had been within three percentage points of Burger King in December.

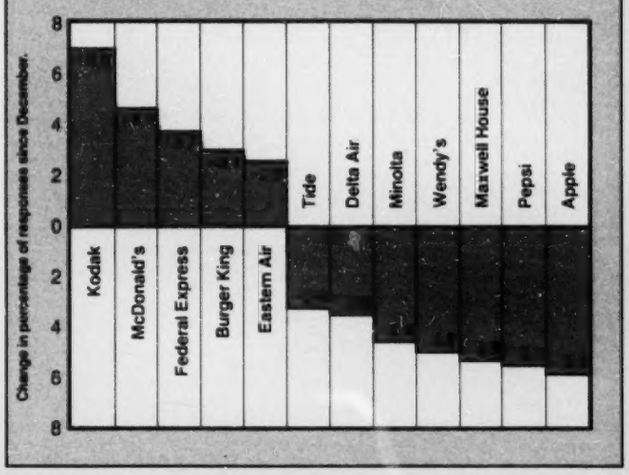
Ad awareness shares remained relatively stable in the soft-drink category, except for one surprise: Pepsi's share of first mentions dropped 5.1 percentage points to 23.5% from 28.6%. The brand's ads remain in second place behind Coke (34.6%).

That drop widens the gap in ad awareness between the No. 1 and No. 2 soft-drink marketers to nearly 10 percentage points. Pepsi had been closing in on Coke's share of first mentions, coming to within five percentage points in December. Coke's share of first mentions had been dropping for several months as the residual

(Continued on Page 77)

January winners & losers

Question: Of all the advertising for (product category) you have seen, heard or read in the past 30 days, which ad first comes to mind? Note: A change of plus or minus 2.8 percentage points is statistically significant. Source: SRI Research Center Inc., Lincoln, Neb.



RJR stumps tobacco industry with Ritz plan

Brand goes national in flat market

By WILLIAM F. GLOEDE

R.J. Reynolds Tobacco Co. will roll national with Ritz cigarets, a female-skewed brand billed as the nation's first designer cigaret, beginning April 14.

Ritz, designed in conjunction with French fashion designer Yves Saint Laurent, carries his YSL logo on packaging and on its filter barrels.

Ritz has been testing in Atlanta, Oklahoma City, Memphis and Washington state since March, 1985 (AA, Jan. 21, '85, *et seq.*); St. Louis was added later last year. It is available in both regular and menthol styles in 100mm length.

Winston-Salem, N.C.-based RJR's decision to take Ritz national surprised several competitors, who believed it had turned in a less-than-spectacular peformance since tests began.

According to competitive estimates, Ritz had a 0.25% share of market, vs. the 0.4% to 0.5% thought necessary for success. Sources close to Reynolds believe the share attained in test was closer to 0.6%. Reynolds apparently covered the brand's tracks in test in an attempt to throw competitors off.

"We would never go national with a product with a share that low," said a Reynolds spokesman of the competitive estimates.

John C. Maxwell Jr., tobacco industry analyst for Furman Selz Mager Dietz & Birney, New York, said he believes Ritz had to attain at least a 0.4% market share before the decision to take it national.

"We are very encouraged by our test results," said Martin Orlowsky, RJR's exec vp-sales and marketing. "In each of the test markets, smokers told us Ritz is a high-quality product with a superior taste. And smokers from other parts of the country who tried Ritz in the test markets wrote us asking when the brand would be available in their areas."

Despite its jump from test to the national market, Ritz has not had an easy time of it during its year of testing. The owners of the Ritz Hotel in Paris filed a federal trademark infringment suit in February, 1985, that was later settled out of court; terms were not disclosed.

And Ritz was RJR's entry into the upscale, up-price cigaret category, which has become virtually moribund. In two test markets, Memphis and Oklahoma City, Ritz cost roughly 10¢ more a pack than other brands; the premium price was dropped last fall.

Ritz' female-skewed positioning follows an industry trend. Philip Morris late last year took Virginia Slims 120s national, and Lorillard early this year began testing Newport Slim Lights in Hartford, Conn. The activity in the female market reflects the rise in the share of the smoking market attributed to women to about 50%, from 40%.

But women are not the smoke's only target. Mr. Saint Laurent says he is a devoted Ritz smoker; RJR has been shipping the smokes to him in France since the brand was created. Mr. Saint Laurent said, through Reynolds, "Of all my creations, Ritz cigarets occupy a special place, because I live with them."

Leber Katz Partners, New York, handles Ritz; test ads touted Ritz as "The first luxury class cigaret. Created by Yves Saint Laurent." The new advertising, scheduled to break in April and May editions of national magazines, carries a new theme line "Ritz, a celebration of style and taste by Yves Saint Laurent." In both the test and national ads, models are seen in opulent settings, clad in YSL fashions.#

RJR name change

Winston-Salem, N.C.—R.J. Reynolds Industries will change its corporate name to RJR Nabisco under a proposal approved by its board last week.

KFC mulling Oreos as menu addition

Louisville—Kentucky Fried Chicken Corp. says it is looking at the possibility of testing Nabisco's Oreo Big Stuff cookies at its restaurants.

If, as expected, KFC initiates limited in-store testing for the cookies, it would be the first cross-company venture following last year's merger of KFC parent RJR Industries, Winston-Salem, N.C., and Parsippany, N.J.-based Nabisco Brands (AA, June 3, *et seq.*).

While Oreos could provide an attractive brand-name addition to the KFC menu, it is unlikely they would generate significant additional sales.

Fast-food leader McDonald's Corp.'s McDonaldland cookie line, for example, is estimated to account for perhaps 1% of per-store sales (although with the company's high per-unit sales average, even 1% translates to better than $10,000).

The success of cookie chains such as Mrs. Fields', David's and Famous Amos has not gone unnoticed by the fast-food chains. McDonald's quietly has been testing fresh-baked chocolate chip cookies in an undisclosed location (AA, Nov. 18), using the ovens it added for its breakfast biscuit rollout.

Chains such as Wendy's International, which added ovens for its baked potato line, easily could follow suit.

Under an agreement between Minneapolis-based chains International Dairy Queen and Grandma Gebhard's Cookies, a joint-venture store has opened that sells IDQ's ice cream and Grandma Gebhard's cookies and muffins.

But the most important aspect of the KFC/Oreo test could be RJR's decision to consider the 9,000 KFC restaurants' potential for giving added visibility to the many established brands it controls. Using those stores as sampling sites for new products could be a possibility.#

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CATEGORY REVIEW: COLD REMEDIES

Cold remedies score second year running

Tried-and-true efficacy remains as ad route

By PATRICIA WINTERS

New York—The big winners in this year's battle in the $800 million cold-remedy market continue to be established brands, such as Richardson-Vicks' NyQuil, and former prescription drugs now sold over the counter.

NyQuil continues to lead the cold category with an estimated 12% share, followed closely by Burroughs Wellcome's Actifed and Sudafed brands, which together have nearly 20% of the market. Both Actifed and Sudafed are former prescription medications.

The generally flat $1.1 billion category that includes both cold and cough remedies, which for years faced a growth rate of about 1% to 2% due to low incidence of colds and flu, now is seeing unit sales increase by about 7%. Last year, unit sales in the cough-cold category grew by about 8%.

Analysts attribute the growth to more colds, flu and other respiratory diseases, paired with a continuing trend toward self-medication.

"We're not seeing double-digit growth, but we are seeing positive unit growth, which is not the case in other categories," said Beth Culligan, director-established brands, Bristol-Myers, which makes Comtrex cold remedy.

R-V executives attribute NyQuil's continued success to its constant selling message that it is *the* product for "nighttime colds relief." D'Arcy Masius Benton & Bowles handles.

American Home Products' Dristan, which has been slipping in sales, has dropped to an estimated 7% share. The product was the category leader in the 1960s and '70s, but steady decline in market share has prompted the company to take a different ad approach, emphasizing in tv spots the formula's lack of alcohol, caffeine or aspirin. William Esty Co. handles. Dristan's 1985 ad spending is estimated at $20 million.

In the $300 million cough segment, Robitussin, marketed by A.H. Robins Co., Richmond, Va., and Vicks Formula 44, marketed by Richardson-Vicks, remain leaders with a combined 50% market share. Formula 44, which traditionally targeted children, successfully changed its strategy last year to attract baby-boomer adults via a new ad campaign and a repositioning of its line. Tv spots now airing feature soap opera star Peter Bergman with the theme "The adult formulas. From Vicks, of course." Young & Rubicam is the agency.

Of the four new cold remedies introduced so far this season, Robins' Dimetapp and Warner-Lambert's Benadryl, which are transfers from the prescription-only side, showed the most substantial gains, analysts say.

Warner-Lambert, Morris Plains, N.J., is calling Benadryl its "most successful launch of any otc product," with 1986 sales approaching $50 million. The product made its otc debut in mid-'85 after 40 years as a prescription drug.

"They captured a large share—more than any other brand could hope for," said Oleh Denysyk, pharmaceutical specialist for Charles Kline & Co., Fairfield, N.J., of the two brands.

Benadryl is running network and spot tv, trade and consumer print ads via Sudler & Hennessey. Benadryl ad spending through September was $2.5 million, according to Leading National Advertisers. Dimetapp had $2.2 million in ad spending through September of last year, LNA reported. Scali, McCabe, Sloves handles.

Whether W-L fared as well with another new cough/cold entry, Mediquell cough squares, remains to be seen. While the brand was successful in terms of sales and share, competitors question whether it was wise to invest close to $10 million to introduce the new form of cough remedy, a chewable solid. Ted Bates Advertising has the assignment.

One competitor commented, "It may very well be that W-L wants a solid-form entry as a matter of strategy and is willing to overlook the financial criteria to do that."

Another emerging trend is segmenting. While children's medicines once were lesser dosages of adult formulas, new products offer separate medications for the two groups.

McNeil Consumer Products Co., Fort Washington, Pa., a division of Johnson & Johnson, launched Pedia Care, which it claims is the only symptom-specific medicine for children. The line was supported by $2.6 million during the first nine months of last year, according to LNA.

For the most part, cough-cold advertising remains uninspired, with most marketers sticking to tried-and-true efficacy spots. Procter & Gamble's struggling Head & Chest brand, with a 2% share, is airing spots that show plastic, inflatable dummies to dramatize how a cold "deflates."

"It's a magnificent dramatization of the benefits of better breathing," said Peter Husting, the P&G vp-account person at Leo Burnett USA, Chicago, which created the spot.

The spots claim that Head & Chest relieves a stuffy head and note that the product contains the active ingredient "guaifenesin," a decongestant-expectorant for "better breathing from head to chest."

Bristol-Myers' straightforward "Comtrex. That's all. Nothing else" has enabled the well established brand to retain a respectable 7% share. Laurence, Charles, Free & Lawson handles.

Miles Laboratories' Alka-Seltzer Plus has followed its winning 1984-85 campaign, which sampled a whole town in Maine, with more testimonials by "real users." Sources say Alka-Seltzer Plus is seeing gains because of its advertising and patented formula. The campaign, estimated at $12 million, is handled by Wells, Rich, Greene.

With strong recommendations from pharmacists, Drixoral, a former prescription product marketed by Schering-Plough Corp., saw its share grow from 5% to 8% without consumer advertising. Sources say Schering is considering consumer advertising, but the company said it has no plans for a campaign. So far, the company has run some limited coupon ads via Ketchum Advertising/San Francisco.

Philadelphia-based Menley & James Labs' Contac, which continues to decline in share (from 10% last season to 8% this season), has returned to an efficacy story in advertising after trying an upbeat but unsuccessful effort via BBDO last year themed "Contac keeps you on your feet."

The creative strategy developed by BBDO this year uses a tongue-in-cheek approach. In the spots, comedian Steve Landesberg notes that Contac beats all the competition, even Mom's chicken soup.

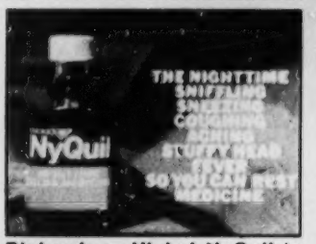
While last year's spots failed to register strong enough emotional appeal to improve the brand's market share, the jury is still out on the new spots. Some question whether any kind of lighthearted approach can produce sales in a serious category. "A cold is nothing to sneeze at," said one source.#

Also contributing to this story were senior editor-marketing Nancy Giges in New York and reporter Laurie Freeman in Chicago.

Shares of the cold-remedy market

With the flu nearing epidemic proportions, the 1985-86 season is proving to be a banner year for the $1.1 billion cough-cold category. Analysts estimate sales are up 7%, and marketers are quickly responding with heavy ad schedules. Source: *Advertising Age* and [1]Charles Kline & Co., Fairfield, N.J.

Brand	Manufacturer	Share[1]	Agency	Ad spending
Nyquil	Richardson-Vicks	12%	Benton & Bowles	$18 million
Actifed	Burroughs Wellcome	10%	Rumrill-Hoyt	13 million
Sudafed	Burroughs Wellcome	9%	Rumrill-Hoyt	7 million
Contac	SmithKline Beckman	8%	BBDO	12 million
Drixoral	Schering-Plough	8%	Ketchum	(couponing only)
Dristan	American Home Products	7%	William Esty	20 million
Comtrex	Bristol-Myers	7%	Laurence, Charles, Free & Lawson	10 million
Alka-Seltzer Plus	Miles Laboratories	6%	Wells, Rich, Greene	12 million
Co-Tylenol	Johnson & Johnson	4%	Saatchi & Saatchi Compton	10 million
Head & Chest	Procter & Gamble	2%	Leo Burnett USA	3 million



Richardson-Vicks' NyQuil is fighting former prescription products to hold its lead in the over-the-counter cold-remedy market.

CORRECTIONS & CLARIFICATIONS

- VegiSnax, a snack product that will be introduced by Dart & Kraft's Kraft subsidiary, Northbrook, Ill., in June, was developed through cell culture (a process that induces plant variations more quickly than traditional cross-breeding of seeds) instead of being chemically treated, as was previously reported (AA, Jan. 27, P. 42).
- *Houston Post* single-copy sales on Jan. 29, when it included a 16-page special first section on the Jan. 28 space shuttle disaster, was a record 100,000 copies, 35,000 more than the *Post's* normal single-copy sales. The sales increase had been incorrectly reported (AA, Feb. 10, P. 74).
- Comments in a trade promotion story about how Frito-Lay competes with companies that make "me-too" products and gain brand share through use of price promotion were made by James Hines, marketing director for Frito-Lay. They were attributed incorrectly (AA, Feb. 6, P. 29).#

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New rules for cigaret ads set for U.K.

By LAUREL WENTZ

LONDON—The U.K. tobacco industry is bracing itself for a new set of voluntary cigaret advertising regulations that sources expect to be more restrictive than current guidelines.

The new regulations are being negotiated by the industry and the U.K. government and are expected to be announced before the current agreement expires in March.

While cigaret ads are banned outright from tv and radio, regulations and restrictions pertaining to print, cinema and outdoor board advertising are voluntary. However, they are strictly followed by tobacco marketers.

Neither the government's Department of Health & Social Services nor the Tobacco Advisory Council, negotiating on behalf of cigaret companies, will reveal details of the new pact. Clive Turner, director of public affairs for the tobacco council, said only that he expects "a few changes, some fine-tuning" in the new guidelines.

But other sources said they expect the new rules to be more restrictive than current regulations.

"There's never been such a time of intense pressure on the government for meaningful legislation," said David Simpson, director of the government-funded antismoking group ASH. "I'd find it amazing if the government were to announce an agreement with no changes."

He said the government is under pressure to require stiffer health warnings on cigarets and to abolish sponsorship of sports events by the cigaret companies.

The government may be negotiating a shorter, more emphatic health warning that would be attributed to the British equivalent of the U.S. Surgeon General, according to sources. The current statement, "Danger—Government Health Warning: Cigarets can seriously damage your health," is almost unchanged since 1971.

Sources said the government and the tobacco industry are also discussing a ban on cigaret ads in magazines with large numbers of teen age readers. A number of U.K. magazines aimed at teen age girls already refuse to carry cigaret ads.

Under the current code, print, outdoor board and cinema ads are permitted for cigarets with a tar count lower than 19mg, but expenditure is limited by a formula that allows cigaret companies to spend 60% or less of the amount they spent on ads in 1980, with adjustments for inflation. Also, the health warning must fill 15% of print ads and outdoor boards.

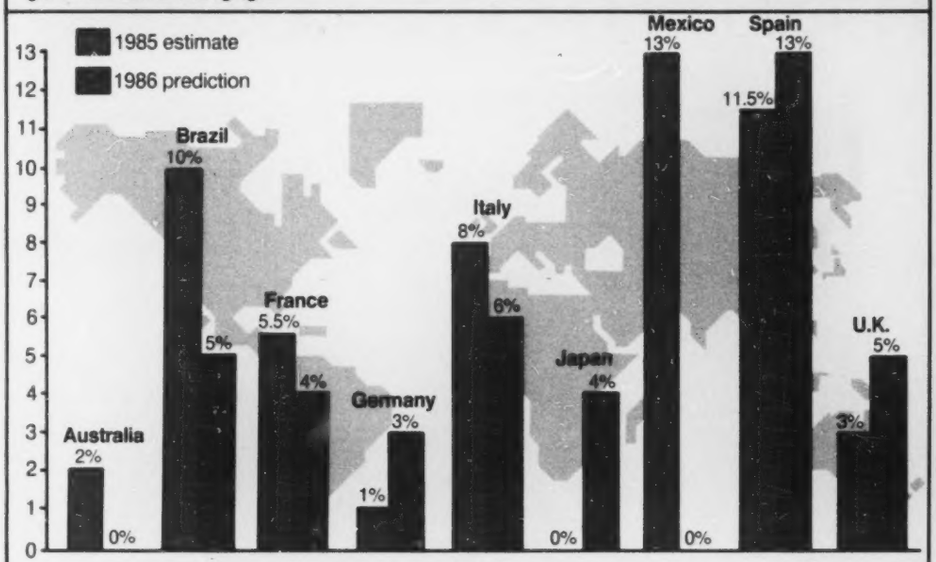
A separate agreement between the government and the tobacco industry covering sports sponsorship expired at the end of 1985, but is not expected to be replaced until the cigaret advertising pact is finished. However, the U.K.'s new sports minister, Richard Tracey, is considered to be more sympathetic to the health lobby than previous sports ministers.

In a recent speech, Mr. Tracey said, "One potential conflict of objectives is sports sponsorship. We want to encourage sponsorship money in sports, but we want to save lives through reducing the consumption of tobacco."

A spokesman for the opposition Labor party recently announced that if Labor wins the national elections to be held in 1987 the new government will ban all cigaret ads and sports sponsorship by tobacco companies.

Worldwide ad spending growth

A survey of industry experts around the world indicates that ad spending will be up in Germany, Japan, Spain and the U.K. in 1986, while down in the other surveyed countries. Currency devaluations not included. No bar means zero growth. *Source: Advertising Age.*



Foreign ad growth lower than U.S. rate

An Advertising Age roundup

Ad spending growth outside the U.S. will lag behind the growth in ad spending domestically this year, according to the latest ADVERTISING AGE survey of major foreign markets.

Foreign ad growth is crucial to many global agencies that derive, in some cases, more than 50% of their billings outside the U.S.

The forecast shows real growth, with inflation factored out, at 5% in the U.K., 4% in France and 3% in Germany. Together these countries account for the lion's share of European ad spending. The other major advertising market in the world, Japan, is expected to grow 4%. These forecasts are based on interviews with advertisers and agencies worldwide, and are expressed in local currencies without accounting for possible currency devaluations.

Ad spending in the U.S. in 1986 is expected to grow about 8%, without inflation factored out, according to Robert Coen, senior vp-director of forecasting, McCann-Erickson.

Many advertisers and agencies in the U.S. believe foreign ad spending will be surprisingly strong in 1986, as European economies recover.

"Europe looks pretty good, particularly Germany relative to its past when spending has been the same or up a shade," Mr. Coen said. "Now there is some possibility it will grow faster than inflation."

Mr. Coen bullishly predicted that foreign ad spending will jump 9% in 1986, compared with 8.5% in 1985. But he acknowledged he has been overly optimistic in the past, and often revises his figures downward as the year progresses.

Many sources agreed that if the dollar stays where it is or continues to fall relative to foreign currencies, U.S.-based companies will show strong gains in their foreign earnings, which have been battered over the years by the strong dollar.

Rarely have international ad executives noticed as much uncertainty in foreign markets.

"There is a lot going on in Europe right now, what with the weakening dollar and weakening oil prices," said Bill Tragos, TBWA Advertising's chief executive officer. "But consumers are starting to spend and we expect them to spend more in 1986. You can only hang black crepe for so long."

"The big question is England," said Willi Schalk, president of BBDO International Group. Some sources believe U.K. ad expenditures will grow only 2% in real terms, and are much more bearish than AD AGE or Mr. Coen.

Mr. Schalk said he is taking a second look at the U.K. because of the decline in oil prices, which directly affects the U.K. as an oil-producing nation, and because the pound sterling is not rising as expected with the dollar's decline.

Other admen said the shaky state of Prime Minister Margaret Thatcher's government could also influence U.K. ad spending.

"The economic situation [in the U.K.] just doesn't look as promising as we had hoped," Mr. Schalk said. But he added that, conversely, the outlook in Germany, France and Spain appears promising.

In Germany, Europe's largest ad market at $6.2 billion, ad spending may jump between 2% and 4% in 1986 after years of relatively flat growth—up only 1% last year. Increased budgets are most likely to come from car marketers, the service industries, airlines and pharmaceuticals.

Other sources predict that, as in past years, mar-

(Continued on Page 53)

World News Roundup

(Continued from Page 3)

pated large number of advertisers and audience. U.S. tv series "Dynasty," the highest rated show in morning tv, is only drawing a 10.5% rating (percentage of households viewing tv), according to a McCann-Erickson study. Despite the ratings, morning tv ad rates remain as high as those in the afternoon, when the audiences size is double.

NEW YORK—Toy Manufacturers of America and the Japanese Toy Assn. signed an agreement this month guaranteeing U.S. toy marketers $8.8 million in retail shelf space in Japan in 1986, $11.6 million in 1987 and $14.4 million in 1988. In 1985, U.S. companies sold $6 million worth of toys in Japan, while Japan sold $140 million in the U.S.

MELBOURNE—D'Arcy Masius Benton & Bowles lost its national creative director, Noel Delbridge, who resigned earlier this month after 26 years with the agency to join Mojo Advertising. DMB&B also lost the Queensland Liberal party account, which it handled for 11 years. Norris Brown & Associates picked up the account.

TOKYO—All Nippon Airways, Japan's largest domestic airline, will make its first international flight in March to Guam. ANA also is awaiting government approval in Japan to fly to Los Angeles and Washington. Dentsu, Hakuhodo and Asahi Advertising share the account.

TOKYO—Takara, Japan's largest producer of Shochu, a popular vodka-like traditional liquor, has purchased Scotland's bankrupt Tomatin Distillery Co. for an undisclosed price.

LONDON—Saatchi & Saatchi has appointed John Makinson, a former column editor of the *Financial Times*, to assist chairman Andrew Wood with U.S. acquisitions. Mr. Makinson either has no job title yet, or the agency refuses to divulge it.

PM blocks anti-smoking slogans

By JACK BURTON

STOCKHOLM—Philip Morris Cos. has temporarily blocked the Swedish government from placing new anti-smoking messages on cigaret packs.

Sweden's Social Welfare Board recently proposed placing slogans on cigaret packs urging smokers to either refrain from smoking at their jobs or to quit altogether.

The slogans included, "Do you want to stop smoking? Many have done it. Pick a day and just stop." Another proposed slogan says, "Don't bother your fellow workers with tobacco smoke. It is damaging and irritating."

But PM argued that the new slogans are illegal because they violate a 1975 law requiring health warnings on cigaret packs. PM claimed the law only requires notification of possible health risks, not slogans urging smokers to change their habits.

A variety of health warnings appears on Swedish packs. They include, "Increased cancer risks: Smoking increases the risk of cancer in the lungs, mouth, stomach, throat and bladder" and "For those pregnant, smoking during pregnancy can harm your child."

The government is considering PM's objections and will issue a final ruling on the matter, although no timetable has been set.

Marcos marketed like U.S. politician

Opponent heavy on radio ads

By KATHLEEN BARNES

MANILA—Ferdinand Marcos called on a sophisticated, U.S.-style political marketing strategy, with help from President Reagan's former advisers and heavy tv advertising, in his battle to stay in power in the Philippines.

By contrast, Corazon Aquino used radio and newspaper ads, as well as posters and buttons, in a campaign thrown together by a handful of volunteers from an assortment of ad agencies.

Results of the Feb. 7 presidential election are still being contested, with both sides claiming victory amid charges of vote fraud and intimidation by the Marcos forces.

On Feb. 10, the Philippine National Assembly convened to certify the vote and declare a winner, but arguments over procedure delayed any action. Five days later, the assembly declared Mr. Marcos the winner.

Matthew Freedman, vp at the Washington lobbying company of Black, Manafort, Stone & Kelly, was hired to work on improving Mr. Marcos' image both at home and in the U.S. In 1984, three of the BMS&K's senior partners worked on President Reagan's reelection campaign.

BMS&K, which reportedly is being paid $950,000 for the first year, was hired by an organization called the Chamber of Philippine Manufacturers, Exports & Tourist Assns.

On the local level, Mr. Marcos has his regular "backroom boys," former newspapermen turned presidential staff members, on the government payroll at the National Media Production Center here. The staff was responsible for the Marcos press mill, which spewed out releases, backgrounders and commentaries.

CORAZON AQUINO

The staff also produced all of Mr. Marcos' tv commercials without the help of any professional ad agencies.

Mrs. Aquino's campaign centered on radio ads created by volunteers from at least nine agencies, including J. Walter Thompson Co., Hemisphere Leo Burnett and Bates Alcantara.

One radio spot featured the popular song "Tie a Yellow Ribbon 'round the Old Oak Tree," which is sentimentally attached to Mrs. Aquino's assassinated husband, Benigno, who was killed on his return to the Philippines from self-imposed exile.

Although the spot became a focal point of the radio campaign, one adman said using so many volunteers from different shops caused problems.

Nat Caluag of Hemisphere Leo Burnett said the agencies were not being paid and, as a result, each shop worked individually, despite efforts to coordinate by Reli German, Mrs. Aquino's advertising supervisor.

Mrs. Aquino tried early in the campaign to place some tv ads, but she was denied airtime by two government-owned tv stations, Channels 4 and 13.

Representatives of the tv stations said they were not obliged to accept Mrs. Aquino's spots.

The issue was challenged before the Commission on Elections, but Mrs. Aquino's representatives failed to appear at the Jan. 30 hearing, so the matter was dismissed.#

Ad growth

(Continued from Page 52)

keters may reduce their budgets in selected categories.

In France, ad agencies and marketers are cautious. Legislative elections in March may pit an opposition party against President Francois Mitterrand, who doesn't face reelection until 1988. That could wreak havoc in France, where economic life is closely tied to politics.

Another issue is media. No one is certain how much two new private, advertiser-supported tv networks, which come on line in 1986, will affect ad spending. Some predict that the consensus forecast of 4% ad expenditure growth could turn out to be conservative.

In Spain, ad spending is expected to rise about 13% in 1986. "We expect to see a bigger increase in ad investment this year as a consequence of Spain's entry into the European Economic Community in January," said Francisco Gonzalez, president of Grey Espana.

But some admen point out that 1986 may not be as good a year as it looks in Spain.

"With public attention centered on four sets of elections scheduled for this year, advertisers may decide to cut spending significantly," said Manolo Ramiro, president of Lintas S.A.

Meanwhile, Japan appears headed for minimal ad spending growth.

"It's a flat market," said Jerry Roberts, chief executive officer of DYR Inc., a joint Dentsu-Young & Rubicam-owned agency.

Ad industry watchers think the Japanese ad industry hit bottom last year with no growth, when top advertisers like Suntory International and Japan Airlines drastically cut back their ad spending.

But the 4% forecast for 1986 is based on the expectation that key advertisers will resume earlier spending patterns.

Australia also had a slow 1985 with only 2% growth in ad spending. No growth is expected this year.

"The figures reflect the state of the Australian economy," said Robert Koltai, director-corporate marketing of Colgate-Palmolive.

In Brazil, the biggest advertising market in Latin America, ad spending jumped 10% in 1985 after suffering an 18% decline in 1984. But the industry fears 1986 will bring another bout of high inflation, which will probably result in a 5% growth in ad spending.

Mexico also had a relatively good year in 1985, with ad spending increasing 13%, but the peso devaluation diluted the impact of that growth on U.S. balance sheets. This year Mexican admen are expecting more peso devaluations, and no growth in ad spending.#

Contributing to this story were Valerie Mackie, Chicago; Sean Milmo, London; Dagmar Mussey, Duesseldorf; Tony Shugaar, Milan; Marina Specht, Madrid; Claire Wilson, Paris; Geoffrey Lee Martin, Sydney; Nabuko Hara, Tokyo; Julia Michaels, Sao Paulo, and Stephen Downer, Mexico City.

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VW trying to shake its 'one-car image'

Brazilian-built model to target new buyers, second-car sales

By JESSE SNYDER

TROY, MICH.—Marketers at Volkswagen United States and agency Doyle Dane Bernbach are chortling at the prospect of having a "Beetle-like" entry-level car again in less than a year.

A Brazilian-built, small Volkswagen due next January will be aimed at both the entry-level 18-to 30-year-old market of first new-car buyers and as a second or third car for older families who remember owning or riding in Beetles, said James Fuller, vp in charge of VWUS, the VW sales arm for Volkswagen of America.

"It's not only an ideal second car for 2 million former or current VW owners, it's an 'appetizer course' for first-time buyers who will buy an average of 16 new cars in their lives," Mr. Fuller said in an interview.

But first VW must shake a lingering image that the auto maker is a "one-car company."

The creative solution is 15-second commercials (AA, Jan. 23) that will be VW's primary tv format through at least next fall, said Richard Marcy, director of marketing.

VW is using 15s on news and sports breaks to ensure daily prime time exposure.

"The 15s give us a chance to show off a wide variety of new product this spring and build awareness that Volkswagen is not a one-car company," Mr. Marcy said.

The Beetle so much became the symbol of Volkswagen between 1949 and 1975 that VW still is struggling to shed that single-car image despite marketing two compacts, a sporty two-door, midsize sedan and a minivan.

Broadening awareness is important with a variety of new models this spring.

But the new car imported by Volkswagen from Brazil makes the image-freshening essential. It is still code-named Project 99, "because our first choice for a name flopped when we tested it," Mr. Fuller said.

The Brazilian car will come in four-door sedan and two-door station wagon versions and be priced under $6,000 to compete with the Yugo and Hyundai Excel and others in the emerging under-$7,000 segment.

The strategic reposition and spring introductions gave VW more interest in investigating 15s than other auto marketers, who largely have spurned the format as too short to transmit product information.

VW will introduce a face-lifted Quantum midsize series, a 16-valve Scirocco, four-wheel-drive Synchro versions of the Quantum and Vanagon and Wolfsburg limited-edition packages on the Jetta, Golf and GTI by May.

All but the Golf and GTI are imported from West Germany and VW's traditional uncertainty of delivery also affected the creative approach.

Research showed 15s tested 75% as effective as 30s in building awareness at 60% to 70% of the cost, Mr. Marcy said.

The VW 15-second spots use a no-background beauty shot of a car with a voiceover that can be changed quickly to "keep us topical," said William Gelgotta, ad manager.

Tying 15s to a news break or sports break avoids clutter, gives VW a de facto auto exclusivity and gives viewers a "sense of getting something valuable," Mr. Marcy said.

"Tv is still very important to us," he said. "It still is the prime medium for image building. Of course, it puts even more pressure on our print ads to convey product information."

adWatch

(Continued from Page 4)

effect of its reformulation began wearing off. Coke's score rose only slightly in January.

The also-rans among soft-drink advertisers include 7UP, which remains No. 3 in soft-drink ad awareness with 4.0% first mentions, and two Coca-Cola brands, Diet Coke and Sprite, tied for fourth with 2% of first mentions.

The category probably will begin heating up in the next few months as Pepsi and Coke both break campaigns loaded with celebrities and 7UP's "Feels so good comin' down," its first campaign from Leo Burnett USA, Chicago, has a chance to take hold.

Consumers were able to come up with fast-food ads off the tops of their heads more than any other category. The 10 unaided, best recalled advertisers in January were, in descending order, McDonald's, Burger King, Coca-Cola, Wendy's, Budweiser/Bud Light, Ford, Miller/Miller Lite, Pepsi, AT&T and Chrysler.

The following are last month's top three advertisers in other product categories:

- **Airlines:** United (12% of first mentions); American (11.6%); Eastern (10.8%). Eastern's score is up 2.8 percentage points over December with its ads for winter fares to Florida. Delta's score dropped 3.5 percentage points because its January media schedule dropped.
- **Apparel:** Levi Strauss (8.5%); J.C. Penney (2.9%); Sears (2.7%).
- **Beer:** Budweiser (13.7%); Coors (11.6%); Miller (7.7%).
- **Breakfast foods:** Wheaties (8.1%); Cheerios (6.3%); Kellogg (5.0%).
- **Bread:** Wonder (14.2%); Sunbeam (2.5%); Rainbo (2.1%).
- **Cameras:** Kodak (25.0%); Canon (11.6%); Polaroid (6.7%). Kodak's score jumped 6.8 percentage points over last month after a strong pre and post-Christmas blitz.
- **Cars & trucks:** Ford (20.8%); Chevrolet (13.1%); Toyota (6.6%).
- **Coffee:** Folgers (22.3%); Maxwell House (17.1%); Hills Brothers (5.9%).
- **Computers:** Apple (24.6%); IBM (17.7%); Commodore (5.7%). Apple's share of first mentions dropped 5.6 points because the company has shifted its media mix from tv to print and radio.
- **Cosmetics:** Maybelline (3.9%); Cover Girl (3.0%); Revlon (2.8%).
- **Home electronics:** General Electric (5.1%); Sony (3.6%); RCA (2.7%).
- **Financial institutions:** Merrill Lynch (3.8%); E.F. Hutton (2.9%); Dean Witter (3.1%).
- **Frozen food:** Bird's Eye (9.6%); Swanson (5.0%); Stouffer (3.7%).
- **Laundry products:** Tide (22.7%); Cheer (4.5%); All (4.2%). Tide's share of first mentions fell 3.4 percentage points after a light media schedule in January.
- **Liquor:** Jack Daniels (2.4%); Seagram's (2.3%); Bacardi (1.4%).
- **Medicine & drugs:** Tylenol (21.6%); Advil (5.8%); Bayer (5.7%).
- **Overnight mail:** Federal Express (28.8%); UPS (9.6%); U.S. Express Mail (5.8%).
- **Pet foods:** Purina (11.9%); Alpo (8.9%); Kibbles'N Bits (3.6%).
- **Soap & shampoo:** Ivory (8.8%); Head & Shoulders (6.5%); Prell (6.3%).
- **Tea:** Lipton (34.7%); Nestea (2.7%); Tetley (2.6%).
- **Tires:** Goodyear (15.9%); Michelin (11.7%); Firestone (7.8%).
- **Tobacco:** Marlboro (7.2%); Skoal (3.6%); Winston (3.1%).
- **Wine:** Riunite (9.8%); Gallo (8.2%); Paul Masson (2.3%).

For additional information or data, contact Gary Gabelhouse, SRI Research Center, 301 S. 68th St., Lincoln, Neb. 68506. Phone: (402) 489-0351.

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Product Mgr Jr/Sr	to $65K
Group Product Mgrs.	to $75K

(No entry level. Contact us ONLY if you have current corporate consumer package goods experience!)
Call David Mosel 212-517-6611
DAVID MOSEL ASSOCIATES

ART DIRECTOR
Growing Westport, CT, agency needs experienced (5+ years) art director with versatility in industrial and consumer sales promotion, ads and AV. Excellent mechanical skills and production knowledge a must.
Send samples (returned, if requested) and resume to:
Box 2839, ADVERTISING AGE
220 42nd ST., NY, NY 10017

WRITE BRYANT ASSOCIATES, INC.
"Current Searches"

AE/AS Package Gds/Fast Food 4-A	$40-60M
AE Computer Nordic/EDP 4-A	30-40M
FIELD AE Fast Food 4-A	25-30M
AE/INDUSTRIAL Auto OEM quest 4-A	30-35M
ACCT SUPER Hospitals 4-A	50-65M
SR. COPY/INDUSTRIAL + Cons. 4-A	50-60M
MKTG MGR/Direct Marketing/Chicago	30-50M
PR MGR/BUSINESS PRESS Competitors	35-40M
MKTG COMMS/Direct Response/Chi.	55-75M

Resume to DICK WILKINSON
875 N. Michigan Ave./Chicago, IL 60611
312/649-0700

PRODUCT MANAGER
Excellent opporutnity for entrepreneurial-oriented Brand Manager. Minimum 3 years experience required; grocery products orientation preferred. Sunbelt location. Competitive base, bonus, excellent benefits. Send resume in confidence to our consultants. P.O. Box 815928 Dallas, Texas 75381.
Equal Opportunity Employer

MEDIA BUYER/PLANNER
GROWTH OPPORTUNITY
DALLAS
Opportunity for person with all media skills to take charge of media department at an expanding medium-sized agency. Must be hands-on media pro familiar with all media functions. Broadcast buying background needed. Excellent benefits, salary open. Call Michael Davis, (214) 521-8050, or send confidential resume to: Michael Davis, 3316 Oak Grove, Suite 300, Dallas, Texas 75204.

PRINTING SALESPERSON
Full Color, Sheet Fed
METRO NEW YORK BASED
Competitive L.I. printer, established 30 years, finest high quality, seeks experienced salesperson to cover top advertising agencies and corporate accounts.
Liberal Commissions, protected accounts, finest inside support team. 2,4,6 color presses, 29", 38", and 42", including complete prep and bindery.
Reply in confidence to:
C. Sirignano
Sales Manager
Frank C. Toole & Sons, Inc.
1100 Fulton Street
Farmingdale, New York 11735
516-249-5844
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"Where Color Comes Alive"
Equal Opportunity Employer M/F/H/V

MARKETING RESEARCH
Seeking superior Client Service Executives for key positions in a rapidly-growing and technologically advanced custom research firm.
V.P. and Account Executive positions require solid quantitative analysis skills, diversified experience in telephone and intercept research, and a demonstrated record of client service achievement. Suburban Chicago location. Reply to Bob Wagner.
Alpha Research Group, Inc.
400 North Schmidt Road
Bolingbrook, IL 60439

ASSOCIATE MEDIA DIRECTOR
$30 million Advertising/Marketing agency specializing in Hospitality/Travel, headquartered in Orlando, FL, seeks person with minimum 5 years media buying experience, good writing skills and professional presentation ability. Good benefits and competitive starting salary. Send resume and earnings record to:
PERSONNEL DIRECTOR
P.O. Box 7725
Orlando, FL 32854

DIRECTOR PROGRAM MARKETING
Experienced Television Sales or Development and Marketing Executive to lead national and local program marketing departments for major public television production and broadcast center. Responsible for key corporate account development and staff leadership in obtaining funding for productions and programming. Extensive travel. High level corporate contacts essential.
Resume and salary requirements to:
Vice President-Human Resources
KCET
4401 Sunset Boulevard
Los Angeles, CA 90027
EOE/AA

FAST FOOD
IN HOUSE ADVERTISING
DIRECTOR
PHOENIX BASED fast growing restaurant chain needs an experienced, full charge advertising manager with a "hands on" knowledge of all aspects of advertising. Salary open, good benefits. Send confidential resume to:
Box 2928, ADVERTISING AGE
740 Rush St., Chicago, IL 60611